



FRONT:ER
DIGITAL VENTURES

FROM ONLINE CLASSIFIEDS TO
TRANSACTIONS
WILD DIGITAL CONFERENCE
PRESENTATION
MAY 24TH , KUALA LUMPUR

FRONTIER DIGITAL VENTURES – OUR PORTFOLIO

Owens companies based in some of the world's fastest growing GDPs and rates of internet penetration.

Frontier adds significant expertise in strategy and execution to all 15 portfolio companies

Current focus on acquiring stakes in early stage, locally-based operating companies



Central America



Africa



Asia



FRONTIER DIGITAL VENTURES – OUR BUSINESS

A leading operator of online classifieds businesses
in frontier markets worldwide

INVESTMENT HIGHLIGHTS

- > The leading global operator of online classifieds businesses in frontier markets
- > Portfolio of 15 online classifieds businesses rapidly progressing towards monetisation

FRONTIER DIGITAL VENTURES – OUR BUSINESS

INVESTMENT HIGHLIGHTS

- > Zameen has already increased in value by more than 5x on the investment to date
- > Frontier's subsequent 14 investments are following the successful Zameen blueprint
- > Management team has a proven track record of success at REA Group and iProperty
- > Significant opportunity to monetise the v2.0 online classifieds model evolution
- > Target geographies are experiencing some of world's fastest growing GDP per capita and internet penetration

ONE OF THE GREAT ONLINE BUSINESS MODELS



**ONLINE
CLASSIFIEDS**
has proven to be
an enduring global
success, albeit on a
market by market basis

At it's core the basic
business model has
remained largely
unchanged for
20+ years

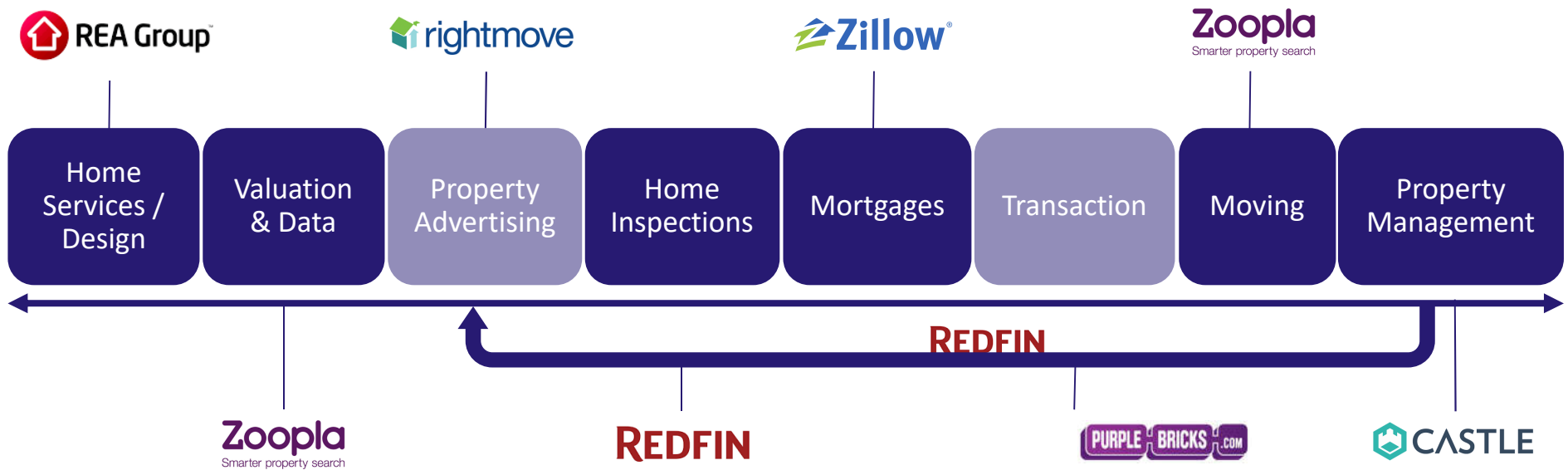
A background image showing a person's hands typing on a laptop keyboard. Another person's hand is holding a smartphone. A smartphone is also lying on the desk to the right. The scene is dimly lit, suggesting an office or home workspace at night.

WHY?

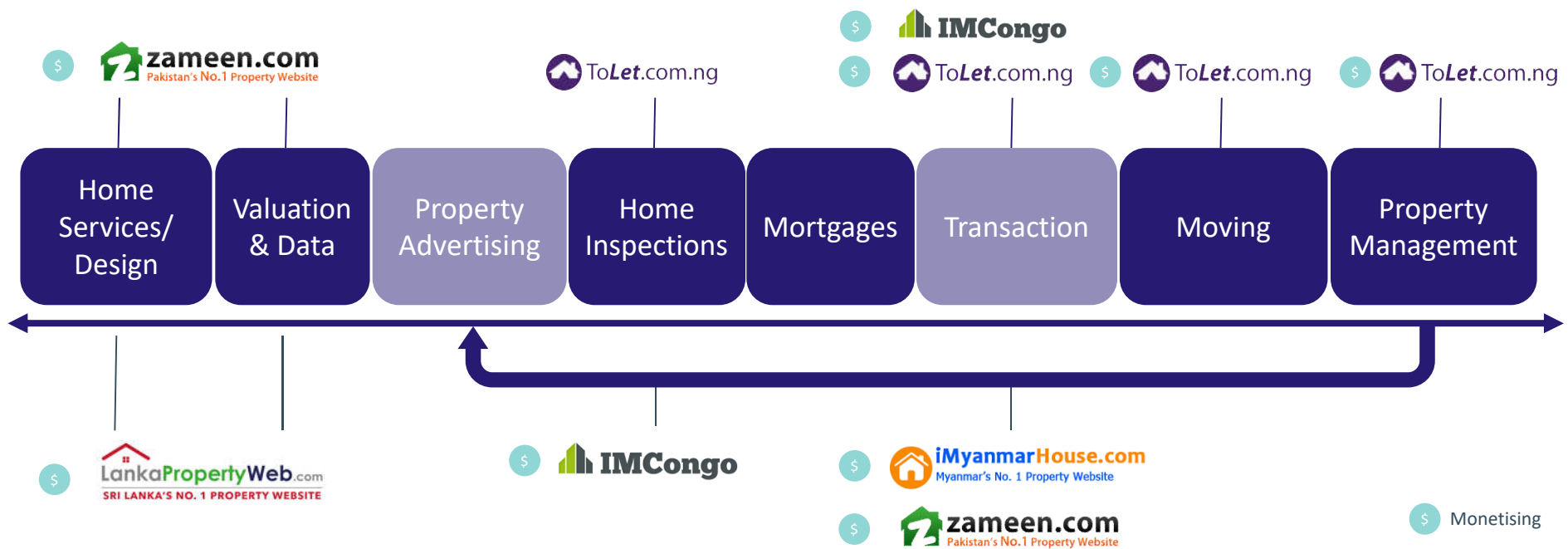
Because it's highly profitable ...
particularly in developed countries
High GDP provides deep and extremely
valuable advertising markets

However...
Just 'advertising' has its economic limits
and is no longer the holy grail

EVOLUTION AND INNOVATION IN DEVELOPED MARKET PORTALS



EMERGING & FRONTIER MARKETS





WHERE IS EVOLUTION AND INNOVATION LEADING US?

Online advertising revenue no longer the prize.
Transactions are the new destination. Why?

1

The economic value of transactions is between 7 to 12 times the value of advertising.

- > For every \$1 spent on advertising \$7 to \$12 is generated in commissions

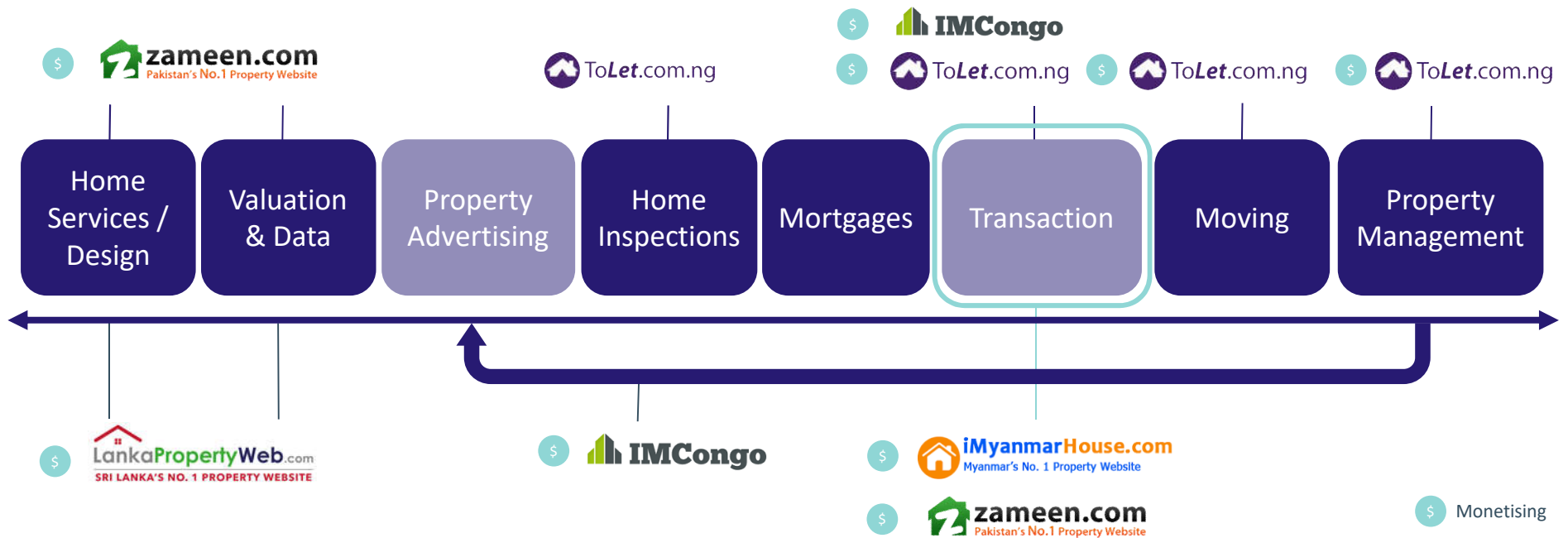
2

Emerging and frontier markets have to innovate to survive.

- > Lower GDP means smaller ad markets
- > Need to look for more revenue sources to thrive

TRANSACTIONS

The destination for online classifieds





FRONTIER MARKETS ARE LEADING THE WAY

Unique characteristics of **Frontier** markets

Smaller advertising
markets

Lower levels of
governance

Lower levels of trust
between buyers and
sellers

Portals are market
forming

Becoming an
intermediary

Being closer to the
Transaction is now
a reality



EMERGING MARKETS NOW BEING DISRUPTED

Unique characteristics of **Emerging** markets

Functional advertising
markets

Relative sophistication
driven by mobile

Attractive opportunity
for ad revenue

All out war lowering
the value of the
'advertising' prize

Leaving open the
opportunity for
transaction focused
market entrants

Emerging markets are
now being disrupted...

OUR PARTNERS

More than just advertising... transactions!



A group of five people (three men and two women) are gathered around a small table in a dimly lit room, looking at laptops. One man is standing and pointing at a laptop screen. The background shows a whiteboard with some writing.

FRONTIER

DIGITAL VENTURES

frontierdv.com